

ABSTRAK

PENGARUH DIMENSI KETERLIBATAN KONSUMEN TERHADAP NIAT BELI KONSUMEN PADA PRODUK PAKAIAN OLAHRAGA REAVERS ID

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Penelitian ini bertujuan untuk menganalisis pengaruh dimensi keterlibatan konsumen yang terdiri atas *cognitive involvement*, *affective involvement*, *enduring involvement*, dan *situational involvement* terhadap niat beli konsumen pada produk pakaian olahraga Reavers ID. Pendekatan penelitian yang digunakan adalah kuantitatif dengan desain penelitian kausalitas. Data primer diperoleh melalui penyebaran kuesioner kepada 160 responden yang pernah mengunjungi bazar Reavers ID dan memiliki ketertarikan terhadap produk pakaian olahraga, dengan teknik *purposive sampling*. Data yang terkumpul kemudian dianalisis menggunakan metode regresi linear berganda dengan bantuan perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa seluruh dimensi keterlibatan konsumen, yaitu *cognitive involvement*, *affective involvement*, *enduring involvement*, dan *situational involvement*, berpengaruh positif dan signifikan terhadap niat beli konsumen. Dengan demikian, penelitian ini menegaskan pentingnya strategi pemasaran yang berorientasi pada penguatan keterlibatan konsumen sebagai upaya untuk meningkatkan niat beli pada produk pakaian olahraga Reavers ID.

Kata Kunci: keterlibatan konsumen, *cognitive involvement*, *affective involvement*, *enduring involvement*, *situational involvement*, niat beli.

ABSTRACT

THE EFFECT OF CONSUMER INVOLVEMENT DIMENSIONS ON CONSUMERS' PURCHASE INTENTION TOWARD REAVERS ID SPORTSWEAR PRODUCTS

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This study aims to analyze the effect of consumer involvement dimensions, namely cognitive involvement, affective involvement, enduring involvement, and situational involvement, on consumers' purchase intention toward Reavers ID sportswear products. The research employed a quantitative approach with a causal research design. Primary data were collected through the distribution of questionnaires to 160 respondents who had visited Reavers ID bazaars and showed interest in sportswear products, using a purposive sampling technique. The collected data were analyzed using multiple linear regression with the assistance of SPSS software. The results indicate that all dimensions of consumer involvement, including cognitive involvement, affective involvement, enduring involvement, and situational involvement, have a positive and significant effect on consumers' purchase intention. Therefore, this study emphasizes the importance of marketing strategies oriented toward strengthening consumer involvement in order to enhance purchase intention for Reavers ID sportswear products.

Keywords: consumer involvement, cognitive involvement, affective involvement, enduring involvement, situational involvement, purchase intention.